



## Annual Meeting Minutes

Date 4-6-2022

**ROLL CALL:** Severin: X Wells X Berthiaume X A Downs X Hubbard \_\_\_ White X Crimmins X McCoshen X Sislo X Dinda X Modeen X T Downs X Nelson X

**MEETING CALLED TO ORDER AT:** 6:01      **BY:** Kyle Severin

**APPROVAL OF PREVIOUS MINUTES:** Motion by John Sefiert second by Kellen McCoshen

### OFFICER REPORTS:

#### **President:**

"Tonight we will elect our new Secretary, Treasurer and 4 new directors. This was my first year as the President of SAHA, I believe we had a great year with limited problems and very successful teams and programs. We had a much more stable year compared to last year as far as Covid shut downs and delays go. We sent 8 out of 10 possible teams to a state tournament. All teams did great and one came home with a championship banner. Congrats to the Bantam B team. We had to rescind the age change decision do to our affiliate agreement with WAHA. We had a bit of a problem with unwanted people walking into the building and camping out on our property. This problem was corrected. We have had a bit of vandalism around the rink and we are looking at options to correct this. Level meetings will be held next year on the first 2-3 nights of the season for each level to help communicate team levels, tryout process and player and parent information/ expectations for each associated level."

#### **Executive Director:**

- return to normal for 2021-22: locker rooms, lobby, concession all open, no limit on spectators
- lighting upgrade for rink, lobby, bathrooms, locker rooms and ODR through grant and rebates
- Fortunate to receive several grants from WAHA, City of Superior and the Milwaukee Admirals
- SAHA, UWS, the city, and the school district, have met to discuss the future of hockey in the city, and the potential for housing all users "under one roof"
- successfully hosted PWA state tournament. Event helps showcase Superior and SAHA to teams from all over the state and helps generate revenue. Multiple compliments received from teams
- Biggest challenge was ref shortage. Did not go into a weekend all season with every game filled. Fortunate that we didn't need to cancel anything. Duluth had to cancel multiple games as well as a tournament. This is a reminder that players, parents, and coaches need to be respectful towards officials.

## **Treasurer:**

Our net income is still positive. Currently we are sitting at approximately an \$80,000 swing towards the positive. This is great news due to our financial patterns of overspending and Covid hurting our bottom-line last year.

## **COMMITTEE REPORTS:**

### **Development:**

- Teams able to return to normal roster size this year
- 2 Bantam, 3 PW, 3 SQ, and 1 each at 10U, 12U, 14U
- Participation numbers up for girls' program with rosters larger than last year
- 8/10 eligible teams went to state
- 1 championship, two 2<sup>nd</sup> place and 2 consolation champions
- Added 2 new levels with SQA and PWC teams
- Both played locally in D11, PWC played in PWB2
- SQA finished 2<sup>nd</sup> at state, PWC won consolation championship
- Will continue these programs as long as numbers allow
- Coaching evaluations are out and can be handed in until May

**Bylaws and Policies:** See attached. All recommendations passed. Noted: Section 11.A. Amended: membership defined as the previous (just completed) hockey season.

### **Equipment:**

- First equipment room sale. It was held during the Preseason 3v3 and the first week of the SAHA season. We sold old jerseys from \$2-\$10. Profited \$1751
- Secured a sponsorship through the Jaycees to pay for all termite jerseys.
- Purchased a few used mite goalie pads.
- Received an anonymous donation for 15 helmets and 15 elbow pads to replace our old learn to skate equipment.
- Received a donation of 2 mite full goalie equipment.
- Continued to provide first year equipment packages which was offset by a city grant for programming cost.

Notes for next year: add the \$20 sock fee into registration to eliminate the managers having to collect the money.  
Net Income: \$523

### **Fundraising/Publicity:**

SAHA had multiple fundraisers this year for the association, the community, and its members.

Upper Lakes Foods, 50 Families \$8,076.00 profit

Kettle River Pizza, 33 families \$6,484.50 profit

\$1050 earned for SAHA from volunteers at Hairball

\$172.59 earned so far from Amazon Smile

Missy Siers Photo give back \$506 kickback

Gift Card fundraiser has been discontinued due to lack of support.

8 groups participated in Salvation Army bell ringing

An additional can trailer was donated by Tom and Anna Downs.

The additional can trailer was stolen from SAHA.

We had to discontinue the can donation due to contaminants in the trailers.

A few teams fundraised for tips at Super One, great opportunity. Need approval

We had a few changes to our fundraising policy this year due to concerns.  
Please see the policy prior to team fundraising.  
We will have a new fundraiser this year for outdoor rink equipment.

### **Finance and Insurance:**

The Finance committee's main objective this year was to be net positive by the end of the fiscal year by generating more revenue for SAHA and remain fiscally responsible. The historical patterns of SAHAs spending for the last decade has created an overall awareness of the importance of not overspending and sticking to a budget. All committees this year created their own budget which was successful in keeping their committee on track and responsible for their spending. The Finance committee also worked together to create an investment plan for SAHA moving forward that will be managed and maintained with yearly reviews by the investment broker. No insurance changes were made this fiscal year. Moving forward we hope the future Board members remember to spend within our means and work towards the goal to increase net income to solidify the longevity of SAHA for years to come.

### **Rinks and Facilities:**

Thank you everyone who helped with the flooding.

- Projects completed: leveling the big rink, grading a path between the shack and the small rink down to the big rink, and touching up the paint in the little rink.
- Purchased new lights for the outdoor rinks, lights will be installed this spring/summer, anticipating that some of the wiring will need to be replaced as well.
- Compiled list of past state champions and hung new banners in the arena, thanks to Holden Insurance for their support of the project.

### **Rules and Referees:**

There were a few new rules this year, in which all of the teams figured out quickly. There were a few grievances throughout the year. At the last board meeting, there was discussion around creating a program to recruit refs.

### **Tournament:**

- Held 13 tournaments as well as the PWA state tournament
- Dec Jr Gold was canceled as a team backed out last minute and we could not schedule with remaining teams. Did not lose money as the team fee was not returned
- Filled all but 1 tournament, several had a wait list
- New tournaments this year for SQA and PWC, hope to spread word and increase attendance moving forward
- received compliments from teams/ spectators on multiple weekends

### **Concession/Volunteer/Manager:**

It was great to have the concession open this season after being closed last season. This year we added mini donuts and pizza to the menu, and they have been selling well. We recently added a digital menu to one of our existing TV's and this summer it'll will be moved above the concession stand replacing the current menu board. We will also be working this summer on fixing/replacing cupboard doors and drawers that have broken.

## **Registration/Website/Social Media:**

There was a total of 271 registered players this season. We did not have enough players to form a Jr Gold team. 15 families were approved for the Harrington scholarship, which helped with 23 player registration fees. We did weekly player profiles again on social media, which was very well received.

## **Player Recruitment and Retention:**

-limited youth programs to market at last summer. Promoted the association/ first year programs at the YMCA, World of Wheels, City of Superior Playground Program and other various youth organizations

-Learn to skate program returned to 2 nights a week (boys and girls) to accommodate increased interest. Each night had anywhere from 20- 30 skaters at any given session.

-53 players registered as first year/termite players, up last year from 22. Hope to build on this influx and continue having high numbers at the termite level

- Hope to promote this summer at more places as activities return from hiatus

## **Community Inclusion:**

-Souptown Showdown 3v3 League - mites and squirts. 5 nights/10 total games

-Pre-season 3v3 League - mites and squirts. 4 nights/8 total games

-Drafted new teams weekly

-Total Income - \$8,525 with a net profit of \$5,539

-Great feedback and fun had by all!

-There is ice blocked off for Sept for the 3V3 league.

## **Pond Hockey:**

Did not have a men's tournament this year. We did a 6U / 8U jamboree that was very successful. We made two rinks (big thanks to Dave Johnson for helping get the rinks ready). Thanks to Krystle Dinda for leading the jamboree. We received a lot of positive feedback and received many comments about people wanting Pond Hockey back next year.

## **Gilby:**

Profit from 2022 will be about \$10k. We're waiting on the final beer bill and Mars ice rental bill but using previous year's numbers our profit will be about 10K. 2019 profit was \$6,600, 2018 was \$6,000. Very good turnout this year.

- Notes for next year: May go to 21+ instead of 18+
- Thanks to the Sponsors
  - SAHA 2021-2022 teams
  - Superior Beverages
  - TPPDC - raffle donation
  - Superior Ice Arena
  - Kurtz Catering
  - Litchke Farms
  - AW Kuettel- raffle donation
  - Milwaukee Brewers- raffle donation
  - Paul Davis Restoration
  - All team sponsors

**ELECTION OF OFFICERS:**

**Treasurer: Sarah Hanson**

**Secretary: Jamie Crimmins**

**ELECTION OF DIRECTORS:**

**1) Mark Papko**

**2) Matt Sislo**

**3) Casey Steen**

**4) Andy Amys**

**MOTION TO ADJOURN:** Motion by: K. Severin second by D. Wells

**MEETING ADJOURNED AT:** 7:20

**MINUTES SUBMITTED BY:** Anna Downs

**MINUTES APPROVED BY:** the membership at the 2023 annual  
meeting 4/5/23